
Description This course will introduce you to the key technologies, concepts and strategies in growth hacking, digital and social media marketing. Class lectures, discussions, and projects will demonstrate how Internet and new media technologies (blogs, wikis, social networks, communities, search engines, crowdfunding...) are increasingly being used in marketing and advertising. For your final project, you will drive traffic, engagement and conversion for a specific project.

Objective Course readings, discussions, lectures, projects, and exams are designed to:

1. Introduce students to important terms and concepts of lean startups and growth hacking
2. Provide students with a basic understanding of the new media technologies influencing current marketing practices
3. Advance students' knowledge of the role that technology and new media can and should play in formulating and implementing customer development and marketing strategies
4. Provide students with hands-on experience with interactive marketing technologies: blogs, analytics, mobile devices and other social software
5. Provide industry relevant skills to enhance student career opportunities

Prerequisites None

Instructor Peter J. <<P.J.>> Leimgruber
Information Technology Program
Viterbi School of Engineering | University of Southern California

Website <https://backboard.usc.edu>

Contact Any questions related to the course and materials should be posted on Blackboard.

For non-course questions or prospective students:
Email: leimgrub@usc.edu

Office Hours See black board

Graders/TAs

Lecture Mondays & Wednesdays 2:00-3:50 **VKC 210**

Open Lab Hours	ITP offers Open Lab use for all students enrolled in ITP classes. These open labs are held beginning the second week of classes through the last week of classes. Hours are listed at: http://itp.usc.edu/labs/ .
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Virtual Lab	In addition to open lab hours, students will get access to a virtual lab that they can use from their own computer. The virtual lab has all the software needed for the course. Instructions are posted on Blackboard.
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Required Textbook(s)	<p>The Beginner’s Guide to SEO © 2015, Rand Fishkin, SEOmoz. (FREE) https://moz.com/beginners-guide-to-seo</p> <p>Additional required books and readings will be assigned in class and posted on blackboard.</p>
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Optional Textbook(s)	<p>Running Lean, 2nd Edition © 2012, Ash Maurya, O’Reily, ISBN-10: 1449305172, ISBN-13: 978-1449305178. Purchase hard cover book here: http://www.amazon.com/Running-Lean-Iterate-Works-Series/dp/1449305172</p> <p>Practical Google Analytics and Google Tag Manager for Developers © 2015, Jonathan Weber, Apress, ISBN-10: 148420266X, ISBN-13: 978-1484202661ASIN http://www.amazon.com/Practical-Google-Analytics-Manager-Developers/dp/148420266X</p> <p>Growth Hacking Marketing, 2nd Edition © 2014, Ryan Holiday, Portfolio (Penguin), ASIN: B00TFR6OCM. Part of Kindle Owner’s Lending Library and Kindle Unlimited. If needed, purchase the paperback or ebook here: http://www.amazon.com/Growth-Hacker-Marketing-Primer-Advertising/dp/1591847389</p>
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Software/Services



Google Analytics and related tools are the defacto industry standard for understanding digital engagement with audiences.



We have arrange for access to the highest tier of Moz Professional. Moz Professional is the leading search engine research and marketing tool used across the all industries. MozBar, which is a free plug-in for Chrome, is used throughout the class.



We have arrange for access to digital content intelligence tools used for market research, content research and media outreach. eMarketer is the first place to look for data and research on digital for business professionals who need to be prepared for the work ahead. Statista allows you to find statistics, consumer survey results and industry studies from over 18000 sources on over 60000 topics on the internet's leading statistics database. BuzzSumo is the platform for content marketing and SEO agencies to discover engaging content and outreach opportunities which are critical for content marketing and SEO campaigns. CisionPoint allows you to build media lists, distribute press releases, manage PR campaigns, monitor news coverage and analyze results.



We have arranged for you to have free access Hootsuite Academy for some required content for the class. Hootsuite is a social media management system that keeps track and manages your full social network channels.



You will also be eligible to earn a Hootsuite Certification at no charge. This will be part of your required activities for the class. This certification will enhance your chances of obtaining a job that involves social media. You will also be listed in Hootsuite's directory of industry professionals and have access to other certified practitioners. The certification process involves viewing a required set of videos and passing an exam with a score of 95%. If you are successful, you will receive a certification you can attach to your resume.



We will be using the free version of MailChimp for email marketing and measurement. Primarily you will instrument MailChimp to interact with Google Analytics to measure the results of campaigns.



You will also be required to have various social media accounts. The specifics required will be assigned in class and posted on blackboard.



Microsoft Word and Excel will be required to edit worksheets. Powerpoint or Google Slides will be used for presentations.

Additional required software and accounts will be assigned in class and posted on blackboard.

Grading The course is graded with the following weights:

Participation	5%
Business & Team Presentation	5%
Homework	20%
Content Marketing Strategy	25%
Midterm	20%
Final Presentation	25%
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TOTAL POSSIBLE	100%

There is no curving. Students will receive the grades that they earn.

Grading Scale Letter grades will be assigned according to the following scale:

93%+	A
90-92%	A-
87-89%	B+
83-86%	B
80-82%	B-
77-79%	C+
73-76%	C
70-72%	C-
69	D+
67-68	D
66	D-
65 and below	F

Half percentage points will be rounded up to the next whole percentage. So for instance, 89.5% is an A-, but 89.4% is a B+.

Homework To get help on homework, follow these simple steps

- Read the homework instructions carefully
- Review the “Discussion Board” section of the Blackboard forum for other student questions and comments or post a question yourself to begin the forum.
- If you cannot find an answer above, email the TA and me

All assignments must be submitted to Blackboard.

Policies *Make-up policy for exams:* No make-up exams (except for medical or family emergencies) will be offered nor will there be any changes made to the Final Exam schedule.

Late Assignments: Assignments turned in after the deadline will automatically have 10 points per day deducted.

ITP offers Open Lab use for all students enrolled in ITP classes. These open labs are held beginning the second week of classes through the last week of classes. Hours are listed at: <http://itp.usc.edu/labs/>.

Before logging off a computer, students must ensure that they have saved their work (on their personal email accounts or flash drives) created during class. Any work saved to the computer will be erased after restarting the computer. ITP is not responsible for any work lost.

Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu/> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage sarc.usc.edu describes reporting options and other resources.

Support Systems

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

Course Outline			
Dates	Lecture	Reading	Homework
Week 1 8/21 8/23	Lecture: Course Overview Lecture: Digital Marketing Methodology <ul style="list-style-type: none"> ● Digital Marketing Method ● Experimentation ● Digital Conversion Funnel ● Digital Content Funnel ● Case Studies 		
Week 2 8/28 8/30	Intro To Final Project (will not start until later, this will give us the opportunity to start thinking about it earlier) Lecture: Lean Startups		
Week 3 09/04 09/06	September 4th – NO CLASS (LABOR DAY) Lecture: Google Analytics <ul style="list-style-type: none"> ● Examine Trends of sites in different niches to get a feel for customer behavior, engagement and sales funnel visualization. ● USC Example: 100k+ visits / month ● Choose Nissan Example: Explore the impact of SEO w/ data as lead-in for SEO (Part 1) <i>Hands On: Google Analytics & Google Search Console (Webmaster Tools)</i> Quick Intro to Search Engine Optimization	Beginner's Guide to SEO	NO HW DUE

<p>Week 4 09/11 09/13</p>	<p>Select Teams – Teams of 3</p> <p>SEO WEEK ! Lecture: Search Engine Optimization</p> <ul style="list-style-type: none"> ● On-Site (Technical) SEO Part 2 ● Performing an SEO Audit ● Exploration of additional tools/software ● How to actionably present/report SEO findings. <p><i>Hands On: SEO Audit of selected Website</i> <i>Hands On: Moz, SEMRush, Majestic SEO</i></p>	<p>Watch Selected “Whiteboard Friday” videos on Moz.</p>	<p>HW 1 Due: Google Analytics</p>
<p>Week 5 09/18 09/20</p>	<p>Finalize Teams For Project</p> <p>Begin Content Marketing Discuss details surrounding the final project & team presentations & upcoming homework assignments moving forward.</p> <p>Lecture: Content Marketing Strategy – Overview and SEO/Linkbuilding</p> <ul style="list-style-type: none"> ● Inbound Marketing - Overview ● Marketing Channels - explore which channels are a good fit and why. ● Guest Blogging- What is guest blogging and why it’s super effective. How to find guest blogging opportunities. ● Manual Outreach to Thought Leaders & Influencers - Who/How to reach out, Strategies for effectiveness, Tools for prospecting <p><i>Hands On: Goals, Target Market & Marketing Collateral</i></p>	<p>Integrating PR into your SEO Strategy (article & video)</p>	<p>HW 2 Due: SEO & Tools</p>

<p>Week 6 09/25 09/27</p>	<p>Continue Content Marketing</p> <p>Content Marketing Strategy - Executing The Perfect Campaign</p> <ul style="list-style-type: none"> ● How to define and set realistic content marketing goals ● Identifying Personas, Target Market, Messaging & Position ● Which distribution channels work and why? ● Marketing Collateral: How to create additional/supporting content for a successful campaign. ● Creating the ultimate blogger/publisher outreach kit. <p>Finalize target company for project.</p>		<p>Finalize target company for project.</p> <p>MUST KNOW WHO/WHAT YOU ARE WORKING ON FOR THE FINAL BY 09/25</p>
<p>Week 7 10/02 10/04</p>	<p>Lecture: Creating Awesome Content!</p> <ul style="list-style-type: none"> ● Show examples of brands that have created great content and how they did it. ● How to leverage the research tools to understand how to best connect with consumers. ● How to determine which types of content is appropriate for various types of brands <p>Additional Content: Exploring How to Create & When to Leverage Other Types Of Content</p> <ul style="list-style-type: none"> ● Infographics ● Memes ● Slideshares ● Whitepapers/How-to Guides <p><i>Hands On: Look at real life e-commerce brand and brainstorm theories/ideas for growth.</i> <i>Hands On: eMarketer, Statista, Cision</i></p>		<p>No Homework Due</p>

<p>Week 8 10/09 10/11</p>	<p>Team Presentation #1</p> <p>Review material covered to date. No new lecture today.</p> <p>Recap of Google Analytics & SEO</p> <p>Exam review!</p>		<p>Team Presentation 1: Business & Team</p> <p>Begin HW 3: Due before next class.</p> <p>Find examples of brands doing great content marketing in selected verticals. What worked and why?</p>
<p>Week 9 10/16 10/18</p>	<p>Midterm: Digital Marketing Methodology, Analytics, SEO & Content Marketing Strategy</p> <p>Digital Content Funnel & CRO (Conversion Optimization)</p> <ul style="list-style-type: none"> ● Blog/Landing Page - What page convert and why? Explore calls-to-action, page design, and the psychology of layout. ● Social Media - Using social media effectively for content distribution. Connect with customers, responding, engagement. Keeping a consistent brand identity/voice ● Newsletter & Email - How to keep your current customers engaged, how to nurture customers who aren't ready to buy, how to get better open-rates, click-thrus and conversion <p><i>Hands On: Unbounce & Mailchimp. Real life e-commerce example to try/test theories.</i></p>		<p>HW 3 Due: Find examples of brands doing great content marketing in selected verticals. What worked and why?</p>
<p>Week 10 10/23 10/25</p>			<p>No Homework Due</p>

<p>Week 11 10/30 11/1</p>	<p>Sprint Planning: Updates, Metrics & Lessons Learned</p> <p>Update On Team Projects – Thinking About Content Marketing/SEO Strategies</p> <p>Lecture: Social Media</p> <ul style="list-style-type: none"> • Discoverability, Growing Your Audience/Channels • Market - Brand identity/voice for each. • Paid vs Free - Intro into strategies to grow audience and drive sales with small marketing budget. Ho free-paid channels can be used harmoniously. • Creating Social Media Calendar <p><i>Hands On: Unbounce, Hootsuite & Social Media Calendar</i></p>		<p>Looking for updates/ideas for your clients. Great time to ask questions and get feedback.</p>
<p>Week 12 11/6 11/8</p>	<p>Team Presentation #2</p> <p>Sprint Planning: Updates, Metrics & Lessons Learned</p> <p>Lecture: Growth Hacking</p> <ul style="list-style-type: none"> • This lecture we recap all of the strategies we explored in the class and zoom in and the channels that can be leveraged specifically focused around high-speed user acquisition. • How can we piece together different strategies to create new ideas/strategies? <p><i>Hands On: TBD</i></p>	<p>Reading: The Definitive Guide to Growth Hacking</p>	<p>Team Presentation #2: SEO and Content Marketing Strategy.</p> <p>HW 4 Due: Social Media</p>

<p>Week 13 11/13 11/15</p>	<p>Sprint Planning: Updates, Metrics & Lessons Learned</p> <p>Lecture – Crowdfunding/Kickstarter</p> <ul style="list-style-type: none"> ● Explore successful campaigns and why they worked. ● Using Crowdfunding as a launch strategy ● How to generate awareness using strategies previously covered in class ● Quick overview of Kickstarter platform, explore campaign set up, goals, rewards, and how to set realistic expectations for your customers. <p><i>Hands On: Draft Presentations</i></p>		
<p>Week 14 11/20 11/22</p>	<p>Sprint Planning: Updates, Metrics & Lessons Learned</p> <p>Lecture: TBD - Depends on Class needs</p> <p>11/22 NO CLASS - Thanksgiving</p>		
<p>Week 15 11/27 11/29</p>	<p>Team Presentations: Final Presentations</p>		<p>Presentation 3: Final Presentation</p>